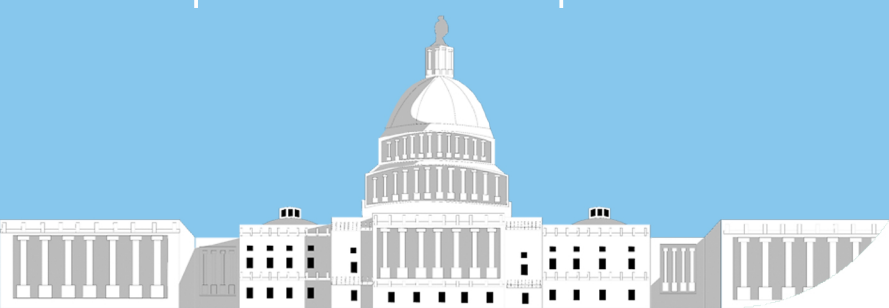


# CREATING A WELCOMING CUSTOMER CULTURE



An organization with a customer culture focuses on the customer rather than the product. The value, beliefs, and rules of the organization center on meeting and exceeding the customer's expectations. This kind of organization creates a cultural norm of pleasing customers. The entire system is geared toward customer satisfaction.

Citizens expect better and faster service from their governments, and rarely adjust their expectations for customer service when dealing with the public sector when compared to expectations with the private sector



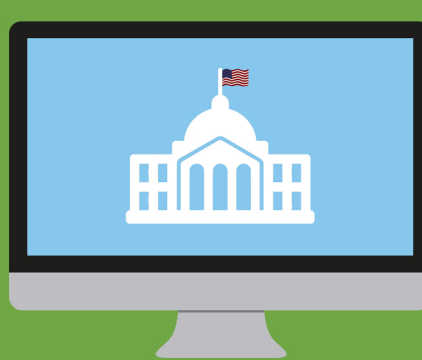
A 2% increase in customer retention has the same effect as decreasing costs by 10%



When the public perception of quality government services improves, employee job satisfaction, recruitment and retention of government workers, and citizen's trust in government all increase too



Although there have been improvements, citizen satisfaction with government services has shown to be considerably lower versus the private sector



One area of improvement in citizen satisfaction levels has been with government websites, with user satisfaction levels similar to those of private-sector websites

Make customer service as easy as possible



Respond in a personal and effective way



Ensure clients know they're valued

Be easily accessible and respond quickly



Build relationships based on trust

**IMPROVE YOUR WELCOMING CUSTOMER CULTURE**



## Avoid:

- ◇ Automating everything
- ◇ Inconsistent office hours
- ◇ Unclear instructions
- ◇ Long wait times
- ◇ Excessive and/or complicated paperwork

## Six success factors in developing a customer culture



Determine what the customer wants



Become empowered to be customer-friendly



Shout customer service success from the mountaintops!



Remember that a customer culture starts with teamwork



Help new employees out



Consider why customer service excellence is important

## Make a commitment to customer culture by:

Developing tools for measuring customer satisfaction



Acknowledging areas where the government needs to improve



Allocating resources for improvement



Setting specific goals for improvement



Following up on goals and revising them as necessary



Listening to direct service employee input



## Valuing Human Assets

- ◇ Communicate customer satisfaction results, listen to employee feedback, and support improvement efforts
- ◇ Link employee recognition and incentives with customer satisfaction
- ◇ Help make the work environment an inviting, attractive place
- ◇ Give employees the tools and autonomy they need to resolve customer problems



**UTAH COUNTIES**  
INDEMNITY POOL

This infographic is based on the LocalGovU course, *A Welcoming Customer Culture*. Log in to your LocalGovU account for more information on this and other important topics.

The "Man Thinking" image is provided courtesy of flaticon.com